

The “Saudi International Motor Show”

WHEN: 11/28-12/17, 2004 in two phases.
Phase One 28 11/28-12/3, (automobiles & aftermarket)
Phase Two 12/8-12/17, (off-road vehicles).

WHERE: Jeddah, Saudi Arabia

WEBSITE: <http://www.acexpos.com/motors>

WHO: Automotive Projects Division,
Al Harithy Company for Exhibitions Ltd., (ACE)

U.S. Commercial Service Jeddah encourages U.S. auto aftermarket firms to participate in the Saudi International Motor Show, which celebrated its Silver Anniversary in 2003, and is the oldest established and most progressive automotive event in the Kingdom. Saudi Arabia is the largest auto market in the Middle East, and U.S. firms sold over \$620 million worth of vehicles parts and accessories in 2003. CS Jeddah has recently completed an Industry sub-Sector Analysis on Auto Parts which available at <http://www.usatrade.gov/>

Auto aftermarket firms can participate as:

1. An **EXHIBITOR** and receive on-site support from our CS booth. Please contact the show promoter’s Director of Operations, Mr. Ian W Bennett, at <mailto:motors@acexpos.com> and 011-966-50-335-8334.
2. A **CATALOG SHOW** exhibitor. For \$100, U.S. catalog exhibitors will obtain the following services:
 - Design and printing of a U.S. catalog brochure listing U.S. products/services;
 - Mailing of the brochure to more than 500 key Saudi auto industry contacts;
 - An extensive market-promotion campaign including a fax and telephone follow-up with key contacts;
 - Display and distribution of your catalogs in our booth during the show; and
 - A final show report and all qualified leads generated for your products.

Interested U.S. firms should contact CS/Jeddah Automotive Commercial Specialist Mr. Jalal Quadri at:

<mailto:Jalal.Quadri@mail.doc.gov>
Tel: 011-966-2-667-0080 ext. 4366
Fax: 011-966-2-667-0080 ext. 4199